



Himss[®] AsiaPac 17

CONFERENCE & EXHIBITION
BRAND GUIDELINES

Population Health
Collaborative Care



TEAM-BASED CARE:
Unifying Patients and Providers

Data and Technology
Value-Based Care

LOGO USAGE (“TEAM-BASED CARE: Unifying Patients and Providers” Lockup)

The HIMSS ASIAPAC17 / TEAM-BASED CARE logo lockup can appear in either HIMSS Blue or in light background.

STACKED FORMAT REVERSED



HORIZONTAL FORMAT REVERSED



STACKED FORMAT POSITIVE



HORIZONTAL FORMAT POSITIVE



LOGO USAGE

(“TEAM-BASED CARE: Unifying Patients and Providers” with date and location)

When appropriate, and space permits, include the conference date and location information as part of the logo lockup, as shown here.

STACKED FORMAT REVERSED



HORIZONTAL FORMAT REVERSED



STACKED FORMAT POSITIVE



HORIZONTAL FORMAT POSITIVE



LOGO USAGE (“HIMSS ASIAPAC17” with date and location)

When date and location is of particular importance, you have the option to use these lockups which remove the TEAM-BASED CARE tagline. This may also be an appropriate option when space is limited.



ALTERNATIVE LOGO POSITIVE



ALTERNATIVE LOGO REVERSED



COLOR PALETTE

Consistent use of color is important to carrying a theme.

PRIMARY COLOR

HIMSS Blue



PMS 308C
C100 M5 Y0 K47
R0 G104 B146
#006892

COMPLIMENTARY USE COLORS

<p>C46 M74 Y33 K6 R144 G89 B122 #90597A</p>	<p>C0 M0 Y0 K51 R145 G147 B150 #919396</p>	<p>C56 M29 Y79 K37 R87 G107 B63 #576B3F</p>	<p>C19 M86 Y87 K0 R204 G75 B58 #CC4B3A</p>	<p>C100 M5 Y0 K47 R0 G104 B146 #006892</p>
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ALTERNATIVE COLORS (lighter)

<p>C25 M37 Y9 K0 R190 G162 B190 #BEA2BE</p>	<p>C0 M0 Y0 K28 R192 G194 B196 #C0C2C4</p>	<p>C51 M20 Y89 K7 R132 G158 B73 #849E49</p>	<p>C5 M63 Y40 K0 R231 G125 B126 #E77D7E</p>	<p>C27 M1 Y0 K13 R160 G199 B221 #A0C7DD</p>
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BODY TEXT COLORS

<p>PMS Black 7C C0 M10 Y17 K73 R68 G61 B56 #443D38</p>	<p>PMS Cool Gray 9C C55 M47 Y44 K11 R120 G119 B122 #78777A</p>
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FONT USAGE

The headline font for HIMSS ASIAPAC17 communications is HELVETICA Neue Bold. Headlines should be set in upper case only. HELVETICA Neue Regular should be used in subheadings. Helvetica Neue Thin and Regular should be used for body copy. Increased kerning and leading can be applied to text for breathing room, but discretion should be used to maintain legibility and design cohesiveness.

Arial is the approved font for all HIMSS ASIAPAC17 electronic media and when Helvetica is not accessible.

Helvetica Neue Bold

Aa Bb Cc Dd Ee

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 \$&%#@?!**

Helvetica Neue Roman

Aa Bb Cc Dd Ee

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 \$&%#@?!

Helvetica Neue Thin

Aa Bb Cc Dd Ee

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 \$&%#@?!

Arial Regular

Aa Bb Cc Dd Ee

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 \$&%#@?!

PHOTOGRAPHY

Below is the approved photography for HIMSS ASIAPAC17 materials. Each photo should be relevant to the conference theme, TEAM-BASED CARE.

MAIN IMAGE



ALTERNATIVE IMAGES



USAGE SAMPLE FLYERS & ROLL-UP BANNER

SAVE THE DATE



HIMSS AsiaPac17

11 – 14 September 2017, Marina Bay Sands, Singapore

Population Health
Collaborative Care



Data and Technology
Value-Based Care

TEAM-BASED CARE:

Unifying Patients and Providers

Team-based care is the antidote to fragmented health care. It brings multidisciplinary healthcare providers together, working collaboratively alongside patients and caregivers to achieve optimal outcomes and care experiences.

Coupling team-based care with information technology and advanced analytics maturity, the needs of our patient population throughout the continuum of care can then be sustainably enhanced.

At HIMSS AsiaPac17 in Singapore, expect to learn, share and discuss insights on team-based care that will benefit your patients, care team and organization both clinically and operationally.

Visit www.himssasiapacconference.org for more information.

SAVE THE DATE



HIMSS AsiaPac17

11 – 14 September 2017, Marina Bay Sands, Singapore

TEAM-BASED CARE:

Unifying Patients and Providers

CONFERENCE TRACKS:

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Population Health
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WEB BANNERS

Banner-468-x-60



Leaderboard-728-x-90



Mobile-leaderboard-320-x-50



Inline-rectangle-300-x-250



Large-mobile-banner-320-x-100



WEB BANNERS (Scaled)

Half-page-300-x-600

SAVE THE DATE

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Email-Signature-628-x-105

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TEAM-BASED CARE:
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Collaborative Care • Data and Technology
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Square-250-x-250

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Vertical-rectangle-240-x-400

SAVE THE DATE

HIMSS AsiaPac17
11 – 14 September 2017
Marina Bay Sands, Singapore

Small-square-200-x-200

SAVE THE DATE

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11 – 14 September 2017
Marina Bay Sands, Singapore

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POWERPOINT TEMPLATE



Population Health
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HimSS AsiaPac17
TEAM-BASED CARE:
Unifying Patients and Providers

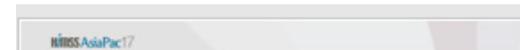
CONFERENCE THEME:

Data and Technology

Value-Based Care

Click to add title

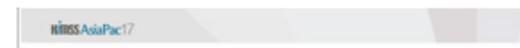
Click to add subtitle



Click to edit Master title style

- Click to add Master text styles
 - Second level
 - Third level
 - Fourth level
 - Fifth level

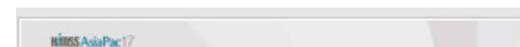
© Healthcare Information and Management Systems Society



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Picture



Click to edit Master title style

Click to add Master text styles

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Unifying Patients and Providers

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CONFERENCE TRACKS:

Data and Technology

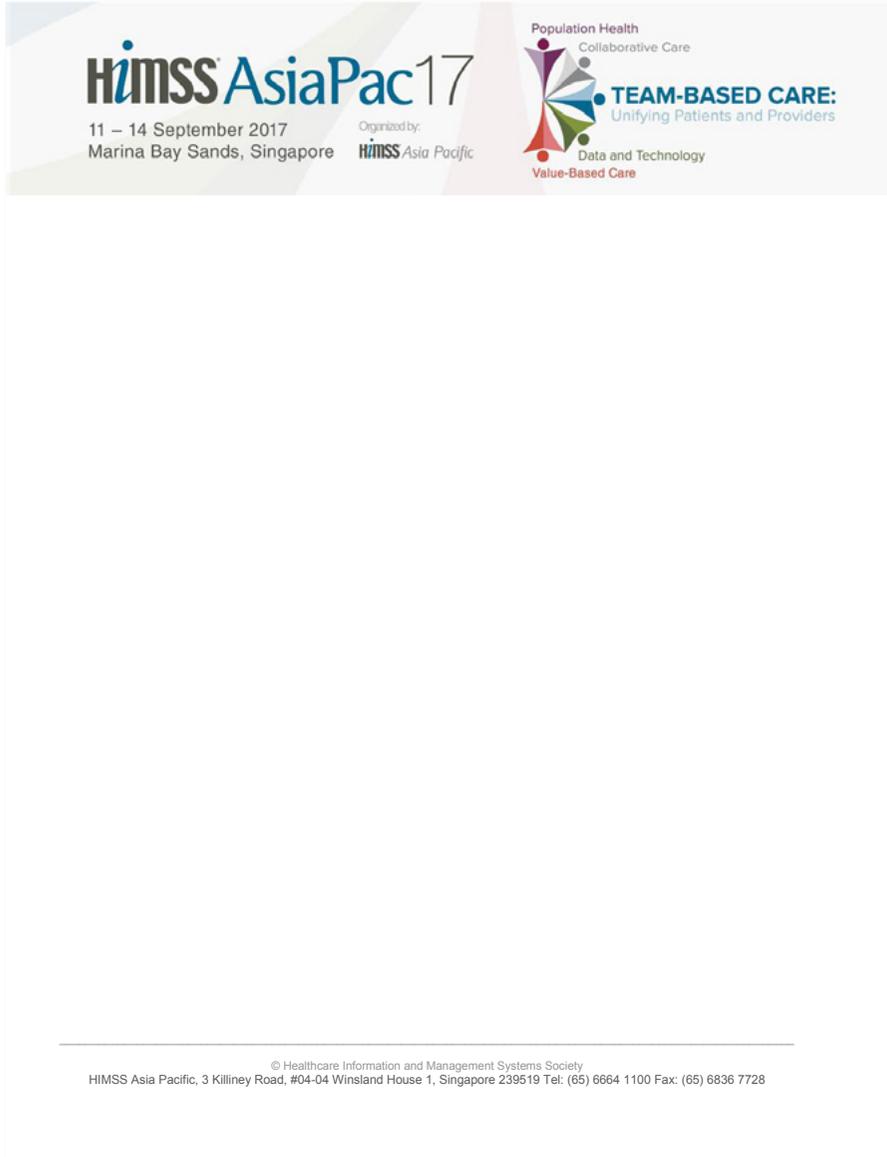
Value-Based Care

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Place Title Here

Click to add subtitle

LETTERHEAD

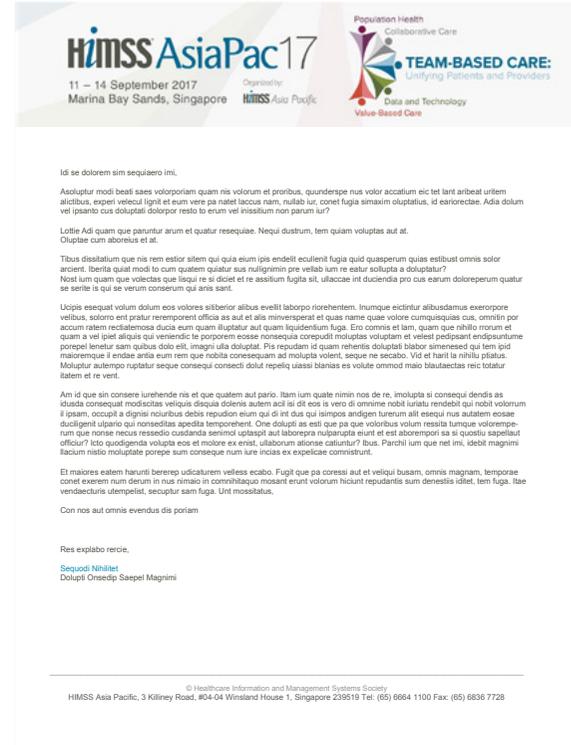


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Population Health Collaborative Care
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Thank You.

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